

Message Text

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PAGE 01 CAIRO 05838 250252Z
ACTION NEA-10

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FM AMEMBASSY CAIRO
TO SECSTATE WASHDC 5858
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UNCLAS CAIRO 05838

E.O. 11652: N/A
TAGS: BEXP, EG
SUBJ: 1978 CAIRO INTERNATIONAL FAIR

1. IN STATEMENT CARRIED IN CAIRO PRESS FEBRUARY 21 AND 22, FAROUK EL BAKRY, CHAIRMAN OF GOE FAIRS AND EXHIBITIONS AUTHORITY, ANNOUNCED THAT 39 COUNTRIES AND 560 FOREIGN COMPANIES WILL PARTICIPATE IN 1978 CAIRO INTERNATIONAL FAIR, WHICH OPENS MARCH 11. EL BAKRY EXPRESSED HIS REGRET THAT IT HAD NOT BEEN POSSIBLE TO MEET ALL REQUESTS FOR SPACE AT EXHIBITION, BUT NOTED THAT DEMAND HAD OUTRUN SUPPLY. FRG, BRITAIN, FRANCE, JAPAN AND U.S. ARE TAKING DOUBLE THE AREA ALLOCATED TO THEM IN 1977 CAIRO FAIR.

2. BAKRY ALSO ANNOUNCED IN STATEMENT THAT:

-- BRITAIN HAS AGREED WORK WITH EGYPTIAN AUTHORITIES TO HELP SUPERVISE EGYPTIAN PARTICIPATION IN FOREIGN EXHIBITIONS.

-- GOE INVESTMENT AUTHORITY WILL HAVE INFORMATION AND FACILITATION OFFICE AT FAIR SITE.

-- NEXT YEAR, FAIR WILL BE HELD AT NEW NASR CITY SITE,
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COST OF WHICH WILL BE 7 MILLION EGYPTIAN POUNDS.

-- CONTRACTS CONCLUDED BY EXHIBITORS (I.E., SALES) ARE EXPECTED TO TOTAL LE 25 MILLION EQUIVALENT (OR \$36 MILLION AT PARALLEL RATE).

3. COMMENT: IT APPEARS THAT GOE IS MAKING MAJOR EFFORT

TO PUBLICIZE ITS MOST IMPORTANT TRADE EXHIBITION AND THAT,
IF EL BAKRY COMMENTS ARE ACCURATE, THERE IS INCREASING
INTEREST IN CAIRO FAIR ON PART OF FOREIGN COUNTRIES AND
FIRMS. EILTS

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